

The Life Story of The News; Steady Growth and Progress

Was Founded in 1888 by J. B. Pound and W. E. Bearden—Sold in 1909 to George F. Milton, Walter C. Johnson and Curtis B. Johnson—Latter Retired—Has More Than Doubled in All Ways in Last 11 Years.

Today's edition of The Chattanooga News is issued to commemorate its occupancy of its new building at Tenth and Columbia streets—a newspaper plant equal to any in the south in convenience, equipment and permanence. It signifies the thirty-second year of the history of this newspaper, a history of steady growth in circulation, influence and position, until today The News is recognized in the state and in the south as one of Chattanooga's most potent and progressive forces.

The growth of The News has been proportional to that of the city and more so. It started with a circulation of 2,200, today it is over nine times that figure. The entire capital of the paper at its start was a little less than \$5,000. Today its circulation exceeds that of the single month considerably beyond that figure.

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Mr. Pound was impressed with the opportunity here for an afternoon newspaper, and despite Capt. Goulding's luxurious account of the situation laid his plans to start one. He went back to Macon and interested W. E. Bearden, a lovely Georgia friend of his, in the project. The two formed an equal partnership, came to Chattanooga, and on July 2, 1888, The Chattanooga News made its first bow to the public.

The first home of The News was at No. 30 Market place; it first came out as a seven-column paper, and from the start was a spirited newsy paper. T. H. Arnold was its first managing editor. E. R. Ames was first foreman of its composing room. Mr. Ames today is a valued employee of the paper, and despite his eighty years of age is constant and faithful to his task. R. H. Hart, now proprietor of Hart's garage, was first circulation manager of The News, and S. W. Treese foreman of the pressroom.

Mr. Pound's hands were full for the first few months of the paper's history. He and his partner discovered, as the latter expresses it, "how a young newspaper, before it gets on its feet, gets up the capital invested. It is with a smile that I can now recall the hundreds of times I had reached the office on Saturday morning with no money in sight to meet the payroll, and all newspaper men know that printers won't work unless they get their money 'Johnny on the spot' when it is

due. That fact gave me 'Jim-James' today times, but I would not say 'Don't worry,' and sure enough before the time arrived to meet the payroll he would walk into the office and throw me down a bundle of money."

It was not long after the founding of the paper that an interest in it was sold to A. H. Hart, of Mississippi. Shortly afterwards, however, Mr. Pound bought out the interests of both Hart and Bearden, and for eighteen years was sole proprietor of the paper. The first year of The News was an eventful one in Chattanooga for many reasons; one of which was the laying of the first paving on Market street. At that time the city had about 25,000 population; today it is about four times that number. The increase in bank deposits is ten-fold; in real estate values even.

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HOUSING IS NOW CHIEF PROBLEM

President J. Lee Allen, of Real Estate Exchange, Discusses National Outlook.

HOMES URGENT NEED

"The shelter problem is the greatest before the American people today," said J. Lee Allen, president of the Chattanooga Real Estate exchange, in an interview with The News. "It is the greatest because it is the only problem now confronting the nation, which concerns a prime necessity of life."

"Since food, raiment and shelter are recognized as the three necessities without which life cannot last, it is maintained in any land, it is evident that no problem not directly concerned with one or more of these necessities can approach in gravity a problem which is so concerned."

It is not denied that sufficient food and raiment exist to meet the needs of our people. It is admitted that there is an unparalleled shortage in shelter. It follows that the shelter problem is indeed the greatest before the American nation at this time.

"Additional gravity attaches to the problem because existing evils and tendencies are not so readily traceable to lack of shelter as they are to lack of food and raiment. We all know that a starving man or an insufficiently clothed man may be a dangerous citizen, but we do not know the dangers which result from insufficient sheltering of our people."

Reason—While we are not so much concerned with reasons as with the cause of the great shortage of shelter is directly attributed to the main cause, the enormous demand for money and building materials occasioned by the great war. When every resource financial and material, was being mobilized for the government to win the war it is obvious that the erection of homes had to cease, not only because of government prohibition, but because of the ever-rising and practically prohibitive cost.

"It is a worthy remark in this connection that aside from building required by industrial enterprises, automobiles and amusements furnished the only opportunities recently to build profitably, as evidenced by the great numbers of theaters and garages, which have been constructed."

Prospects—Three things influence money in seeking investment: First, need of the thing in which investment is contemplated. Second, possible margin of profit through sale. Third, the degree of net return promised where income paying at stated intervals.

"Obviously there is great need of shelter. Therefore, a wide margin of profit is probable and a high income return is promised. It is no wonder, then, that the great thinkers and economists of the nation are predicting a rapidly approaching period of almost unparalleled activity in real estate development."

(Mr. Allen has been asked to write for The News a series of articles giving the local history of the realty business for a period of thirty years. The first article will deal with history of the local business, the second with the urgent need of immediate realty development and the third with the prospects of securing such development.)

Christmas Tree For Little Birds

Winged Visitors Enjoy Week of Festivity at Home of Mrs. T. E. Abernathy.

"Did you ever see a Christmas tree for birds?" Well, if you didn't and would like to see such a novelty, you have nothing more to do than walk out Vine street past the home of Dr. and Mrs. T. E. Abernathy. However, the idea seems to be a new one, and Mrs. Abernathy has caught the real Christmas spirit and finds almost as much pleasure in feeding from a bird-house as she does in decorating the children with candy.

Mrs. Abernathy's Christmas tree is located in the front yard of the Abernathy home. It is a real holly tree loaded with its beautiful red berries which delight the hearts of the little birds. It has not the garishments of the usual children's tree, but is adorned with things like such as a bit of meat, bread, dough and little cups of grain.

This tree has been kept in the yard and replenished daily so that the little birds have been having a continuous season of festivity.

Dr. Abernathy's residence is opposite the home of Mrs. G. M. Jarnagin. A beautiful lawn filled with trees and shrubs has become something of a bird sanctuary. All kinds and varieties of birds are attracted, and the little English sparrow, robin, blackbird and an occasional singer, the mockingbird, they have come to regard this as their home, because they have learned in their bird way that they are not to be molested even by the boys of the neighborhood, who have a natural tendency to throw stones at birds out in the woods.

The Jarnagin birds have a standing invitation to the Abernathy Christmas tree and they seem all to have accepted, for every morning passers along Vine street could not but be attracted by the swarm of winged tribes in the Abernathy Christmas tree, and just such a time as they have been having since Christmas.

The origin of the Abernathy bird Christmas tree has something of a pathetic touch. Some ten years ago when Mrs. Abernathy's boy was only a year old she prepared for him his first Christmas tree. During the festivities the tree and its decorations were destroyed by fire and came near destroying their home, and ever since until he was a real big boy the boy would cry bitterly whenever a Christmas tree was mentioned, and the custom of giving him a Christmas tree was performed, abandoned. But Mrs. Abernathy determined not to be deprived of the Christmas cheer which alone comes from that beautiful custom of the Christmas tree and decided in the future to prepare a tree for the birds, hence it has become an annual event at the Abernathy home and the family get almost as much enjoyment and pleasure from this as they would from a children's Christmas tree.

WEDDING AT MANSE OF
PRESBYTERIAN CHURCH
Summersville, Ga., Dec. 31.—(Special.)—The marriage of Miss Frances Crawford, of Chattanooga, and Mr. Rowland W. Henry, of Summersville, was solemnized Tuesday afternoon at 3:30 o'clock at the manse of the Presbyterian church, Rev. Robert H. Orr, pastor of the Summersville Presbyterian church, officiating.

Immediately after the ceremony Mr. and Mrs. Henry left by automobile for Chattanooga, where they boarded the train for points of interest. After their return, early next week, Mr. and Mrs. Henry will reside here, where the latter holds a responsible position with the Hiles-Martin mercantile firm. The bride is the daughter of Mr. and Mrs. N. C. Crawford, of Chattanooga.

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Dan Cupid Busy During Year

254 More Marriage Licenses Issued in 1920 Than in 1919. Girls on Job.

In spite of the high cost of living, the period of readjustment and other unfavorable conditions, Dan Cupid has set a record during the year just drawing to a close. During the twelve months of 1920 a total of 1,670 marriage licenses were issued from the office of the county court clerk.

This showing of Mr. Cupid is better than that of last year by about 254 licenses. The year 1919 was not at all a dull one for the fairy of good and bad luck and the 1920 business will undoubtedly be very gratifying to the busy little unseen worker. During last year a total of 1,416 licenses were registered at the courthouse.

Dan Cupid is loath to take all the credit for his excellent showing, modestly calling attention to the fact that he has been very greatly assisted by the fact that last year has had charge of affairs during the twelve months just ending. Prompted by last year, young ladies have grown bold and prevailed upon meek young men to listen to his pleadings, according to Dan.

COMES TO CONFERENCE.
Florence, Ala., Dec. 31.—(Special.)—Dr. B. L. Motley, of Oxford, Miss., was here for a conference with the congregation of the First Baptist church, which has been without a pastor for some time. The membership will hold a get-together meeting tonight. It is hoped that Dr. Motley will accept a call to the pastorate of this church.

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W. L. Musilek THE GAS MAN

Did the Gas Fitting Work in the New Building of

The Chattanooga News
Phone for Us When You Need Work Done in Our Line.

W. L. Musilek
613 Cherry St. Phone Walnut 6466

Resolve:

That there will be music in your home every day during the Year 1921—
That there will be either a Starr Piano or a Starr Phonograph in your home the year through.

We wish one and all a Happy and Prosperous New Year.

The Starr Piano Co.
908 Market St. Main 3736

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The New Year

It should be a season of high resolves and fresh beginnings.

The last twelve months have shown our shortcomings. We have neglected some things; we could have done other things better. We may atone for much of this in the twelve months that are to come.

We work more effectively when we have tools; and capital is the most effective tool of all. We can think of many useful and profitable things that we could do this New Year—if we had some capital. Let us resolve that we shall have more capital when the next New Year dawns. Let us make 1921 a year of thrift.

Some of us are reminded that there will not be so many more of these new years.

That thought should spell preparation. Every man knows, when he reflects, what form that preparation should take. We should depart in peace when we go upon a long journey. Let us smooth out the animosities now.

We should depart with tranquil minds. No worry about what we shall leave behind should vex us. Our plans for our estates—for the care of the capital which must care for wives and children should be made; and we should assure them by writing them into our wills.

We should fully assure them by choosing Executors, Guardians and Trustees that we may depend upon. The best laid plan will fail unless it is ably executed.

Let us meet the New Year with preparation and with high resolves. Let us make it a better year for our city, our country, our families and ourselves.

American Trust & Banking Co.
734 MARKET ST.

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